Message from Paul Jablonski, CEO

I have been in transit my entire working life. I started as a bus driver in Massachusetts and now I am the CEO of one of the best transit systems in North America. Without a doubt, transit is a fantastic career choice. For people who want to work hard in an exciting environment, it provides exceptional growth and advancement opportunities. At the same time, it provides great benefits for you and your family. I invite you to check **www.sdmts.com** often and apply for a career with MTS. You never know where a job in transit will lead you!

Applications and resumes with salary history may be submitted to MTS via:

U.S. Mail

MTS Human Resources Department
1255 Imperial Avenue, Suite 1000
San Diego, CA 92101

Fax

619-234-1047

Email

jobs@sdmts.com

Job Announcement

Marketing Coordinator

As the largest provider of public transportation in San Diego County, and 2009 winner of the American Public Transportation Association's award for Most Outstanding Public Transit System, the Metropolitan Transit System (MTS) is committed to providing exceptional service to the people of the San Diego region.

Every year more than 85 million people ride MTS buses and Trolleys. We have more than 80 fixed-route bus lines and 54 miles of Trolley service. Our fleet of compressed natural gas buses and electric Trolleys allow MTS to be one of the greenest companies in San Diego. As our region continues to grow, there will be a greater dependence on public transportation to help achieve mobility goals. The long-range transit plan for the region envisions several new trolley lines and Bus Rapid Transit lines, some of which will come on line in the next two years. And plans are progressing to expand the Trolley 11 miles from Old Town to UCSD and University Town Center. MTS is one of the most modern and dynamic public transportation systems in North America and we would love for you to help us achieve our goals!

Summary

Under the direction of the Director, the Marketing Coordinator of the Metropolitan Transit System is responsible for planning, coordinating, implementing and supervising a variety of marketing activities. Essential duties include, but are not limited to, the following:

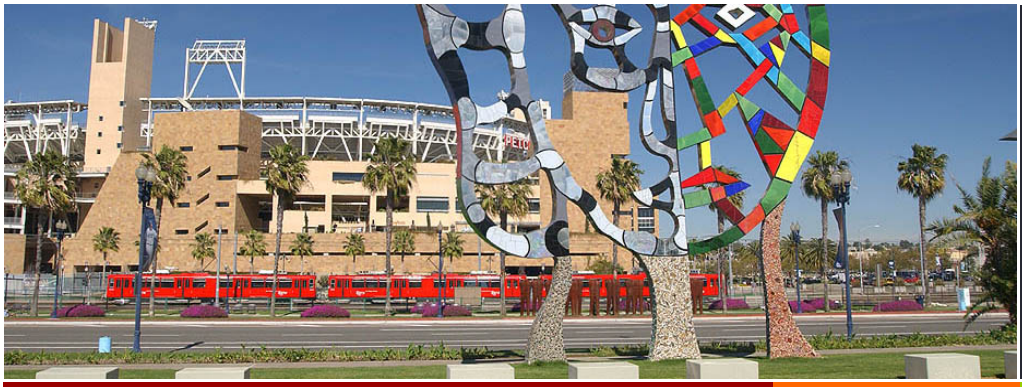
Example of Duties

Essential Functions

- Coordinate and implement marketing campaigns for local universities, colleges, high schools and elementary schools.
- Coordinate and implement community outreach events.
- Develop, as needed, internal communication programs.
- Respond to requests for materials in alternative formats.
- Coordinate the Transit Safety Program with MTS Security.
- Act as key contact as well as provide direction and assistance to The Transit Store and other key transit outlets and storefronts.
- Update all key System brochures, facts sheets, timetables and other printed materials.
- Ensure that all System brochures and other printed materials are fully stocked at places of distribution.
- Plan and implement programs and projects to increase knowledge of and ridership on public transportation.
- Plan and coordinate logistics for company events, include news conference set ups, employee events and customer appreciation events.
- Coordinate annual scholarship event or equivalent.
- Coordinate and plan the procurement of customer appreciation and employee promotional materials.

Duties may include, but are not limited to, the following:

- Help provide ticket information to external audiences.
- Respond to public inquiries.
- Perform other tasks as may be assigned to assist other functions of the Marketing and Communications department.



The San Diego Metropolitan Transit System is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Qualifications

Knowledge, Skills and Abilities

Knowledge of or ability to learn MTS policies and regulations, ability to read, understand, and apply MTS policies and regulations, union labor contracts; ability to write letters, memoranda, and reports using clear, concise and grammatically correct English; ability to speak clearly, distinctly, and effectively in person-to-person or small group situations using tact and diplomacy; ability to coordinate and initiate actions necessary to implement decisions and delegate responsibilities to appropriate personnel; ability to establish and maintain priorities in order to complete assignments by deadlines without detailed instructions; skill in verifying the accuracy and completeness of forms and reports; knowledge of Microsoft Word and Excel and the ability to learn and use other software that we might have or acquire.

Physical Requirements

The successful candidate must be able to fulfill the physical demands of the job such as walking, stooping, sitting, bending, and reaching for overhead files and occasional lifting (must be able to lift up to 10 pounds). Must be able operate motor vehicle and to perform tasks involving manual dexterity, such as use of a computer and 10-key. Work may at times require more than 8 hours per day or irregular days/hours to perform the essential duties of the position. Duties will be performed primarily in an office type environment. May require travel to external agencies.

Experience/Education/ Certificates/License(s)

An accredited college degree (BA) in Marketing, Communications, Public Relations or Journalism or equivalent education is preferred; with a minimum two years of experience in the areas described above. However, substantial years of experience may be substituted for a degree.

Possess and maintain a valid California driver's license.

General

Must satisfactorily pass all applicable examinations including, but not limited to, a pre-employment physical, including a urine drug screen, and a background check.

Salary

$34,944 - $56,227

MTS employees during the filming of a recent commercial.

DISCLAIMER: *The above described job elements are intended to indicate the general nature and levels of work being performed by employees assigned to the job. They are not intended to be an exhaustive list of duties, responsibilities and skills required of employees so classified. Management retains the discretion to add to or change the duties of the position at any time.*